

IN THE CLAIMS

Please amend the claims as follows. Presented below is a complete listing of claims in the revised format showing markings as set forth by the U.S. Patent and Trademark Office on January 31, 2003:

1. (Currently Amended) A method comprising:
permitting a search;
displaying a search result, the search result comprising a listing of a sponsoree; and
incorporating a designated active and browseable web page of a sponsor on the same page as the search result, wherein if the wherein no further browsing is required to see a content of the web page; and
wherein the sponsoree may replace the web page of the sponsor with other data.
2. (Currently Amended) The method of claim 1, further comprising:
displaying a plurality of results on a single page, with no sponsors; and
when a user selects a single result from the plurality of results,
subsequently displaying the selected result with the incorporated designated web page of a sponsor.
3. (Original) The method of claim 1, wherein the plurality of results are displayed with an essential element missing.

4. (Original) The method of claim 3, wherein the essential element comprises a telephone number in a telephone directory.

5. (Previously Presented) The method of claim 4, wherein the plurality of results, are displayed with a "call now button" that automatically connects the user with a listee-sponsoree selected.

6. (Original) The method of claim 5, wherein a telephone call using the call now button is free to the user.

7. (Original) The method of claim 6, wherein the telephone call may be charged to one of the following: the listee selected, the sponsor of the listee selected, or another sponsor.

8. (Original) The method of claim 5, further comprising playing a advertising to the user prior to connecting the user with the listee selected.

9. (Original) The method of claim 5, further comprising playing an advertising to the listee prior to connecting the user with the listee.

10. (Original) The method of claim 1, further comprising displaying a licensee's data if the user connected to the directory from a licensee.

11. (Original) The method of claim 10, further comprising tracking the user for statistical and revenue sharing purposes.

12. (Currently Amended) A method comprising:
permitting purchase a sponsorship of at least one listing based on a criteria; and
identifying a designated web page for incorporation on the same page as the listing when the sponsored listing is displayed as a search result, the designated web page being fully browseable to a user viewing the sponsored listing; and
enabling a listing owner to bump the sponsorship of the listing, and
remove the web page of the sponsor.

13. (Original) The method of claim 12, wherein the criteria comprises one or more of the following: a ZIP code, a city, a region, a telephone number, an SIC code, a demographic, a keyword, or an individual listing.

14. (Original) The method of claim 13, wherein the demographic may be selected by a location of a user of the search.

15. (Original) The method of claim 13, wherein the demographic may be based on a SIC code.

16. (Original) The method of claim 13, wherein the demographic may be based on a category of the listing.

17. (Original) The method of claim 12, further comprising:
receiving a request for sponsorship of a group based on the criteria;
determining if the group is available for sponsorship; and
if the group is available for sponsorship, quoting a list price for the group.

18. (Original) The method of claim 17, further comprising:
if the sponsor agrees to pay the list price,
requesting the designated web page from the sponsor; and
adding the sponsor and the designated web page into a database.

19. (Original) The method of claim 18, further comprising:
linking the selected listee to the sponsor's web page;
designating a length of time the sponsor is linked to the listee;
selecting a number of times the sponsor wants the sponsor's page to be shown; and
setting a price for the sponsor.

20. (Original) The method of claim 18, wherein setting the price comprises setting a price per impression or setting a price per time period.

21. (Original) The method of claim 17, further comprising:

if the sponsor declines to pay the list price,
prompting the sponsor to enter a bid for the sponsorship of the group; and
opening an auction for the sponsorship of the group.

22. (Original) The method of claim 17, further comprising:
notifying bidders of the sponsorship of an outcome of the auction; and
requesting the designated web page for the group from the sponsor who
won; and
adding the sponsor and the designated web page into a database.

23. (Original) The method of claim 12, wherein the sponsorship
comprises a price for each impression of the sponsor's designated web site with
the at least one listing.

24. (Original) The method of claim 12, wherein the sponsorship may
be a self-sponsorship, such that a web page displayed is a web page of the
listee.

25. (Currently Amended) An apparatus for showing search results
comprising:
a database including a plurality of searchable listee-sponsoree listings;
a user interface for receiving a search from a user;
a searching logic for searching the plurality or listee-sponsoree listings in
response to the search;

a linking logic for linking a listee-sponsoree result of the search to a sponsor, the linking logic enabling the listee to remove the sponsor from the listing; and

the user interface for displaying data of the listee-sponsoree that is the result of the search and incorporating a designated fully navigable web page of the sponsor on the same page as the result.

26. (Original) The apparatus of claim 25, further comprising the linking logic for linking a licensee to the listee and the sponsor.

27. (Currently Amended) A method comprising:
displaying data of a listee-sponsoree in response to a search; and
displaying an active web page of a sponsor associated with the listee-sponsoree on the same page as the data of the listee-sponsoree, such that the active web page is accessible while reviewing the data of the listee-sponsoree, wherein no further browsing is required to see a content of the web page.

28. (Previously Presented) The method of claim 27, wherein the data comprises Yellow Pages information.

29. (Previously Presented) The method of claim 27, further comprising:
enabling the listee-sponsoree to self-sponsor the data of the listee-sponsoree, such that the listee-sponsoree's active web page is displayed with the data of the listee-sponsoree.

30. (Currently Amended) The method of claim 27, wherein the data of the listee-sponsoree is displayed in less than twenty percent of a ~~the~~ visible page, while the active web page of the sponsoree is displayed in a ~~the~~ remainder of the visible page.